

Communication Strategy
Final NPL Deletion of VB/I-70 OU1 Residential Properties
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Issue: By the end of September 2019, EPA anticipates issuing its final decision on the proposed NPL deletion of OU1, residential properties. VB/I-70 Superfund Site is 4.5 square miles and includes 4,500 residential properties. The issue was elevated lead and arsenic in about 20 percent of the residential yards within the site boundaries. EPA listed it on the NPL in 1999, and investigated and cleaned up the properties mostly during 2003-2006. Institutional controls are in place for about 50 properties that never granted access for sampling and/or cleanup. There are two remaining OUs, OU2 and OU3, both non-residential commercial, industrial areas in north Denver, both were former smelters were located.

Visibility/Controversy: The EPA site team does not expect there to be much interest in this deletion announcement from the residents living within OU1. There will be some controversy from members of the current Community Advisory Group – many of whom do not live in the site. They do not agree that OU1 should be deleted because they maintain there is remaining, uninvestigated contamination at depth in yards. They also believe that commercial properties within the OU1 boundaries should have been included in the scope (OU1 is residential properties only).

Key Considerations (see FAQs for these in Q&A form):

- The source of lead and arsenic is identified in the ROD as smelter waste, but also potentially lawn care products and other unknown sources.
- While there is some pattern to the lead contamination, showing higher levels closer to the former smelter, there is no discernable pattern to the arsenic contamination in yards.
- Though within the OU1 boundary, commercial properties, as well as Interstate 70 which runs through the site, are not included in the OU1 scope.
- Groundwater was not a media of concern at OU1; just residential soils.

Main Messages:

- EPA is pleased to announce the final deletion of the Vasquez Boulevard & Interstate 70 (VB/I70 OU1) from the National Priorities List of Superfund Sites.
- This marks the culmination of Superfund, the most significant milestone in the process.

- What this means to these residents of northeast Denver is that the shadow of Superfund is gone. EPA has completed its years long investigation and cleanup of contaminated soils in your neighborhoods.
- Today you are living in a cleaner and healthier environment because EPA, the state of Colorado, the city and county of Denver, and many dedicated citizens worked tirelessly through the years to achieve this moment.
- The VB/I-70 Superfund Site marks the ? deletion of a former contaminated site from the nation's list of Superfund Sites.
- All Superfund Sites are unique. The VB/I-70 Superfund Site has been notable for the environmental justice aspect of this area as well as the vast number of properties involved.
- EPA and its partners addressed the specific characteristics of the VB/I-70 Superfund Site in many ways. Examples included working closely with a community advisory group for more than ten years; funding a technical advisor to interpret site information for community leaders; funding a community health program which trained local community members to share health information with their neighbors; providing for walk in health clinics to provide area children free testing for lead and arsenic exposure; and more.
- In fact, community input prompted us to expand our investigation as well as lower our final cleanup numbers, an example of collaboration that resulted in an acceptable long-term solution for EPA, our state and city and community partners.

Potential Questions:

See FAQs

Outreach Matrix:

WHAT	WHEN	WHO	Required?	Notes
EPA issues Final Notice in Federal Register	By the end of Sept.	HQ/Linda	Yes	
EPA alerts state/city	When it appears in Fed. Reg.	Jesse	No	Phone call
EPA issues Press Release	When it appears in Fed Reg	Rich	No	Coordinate with Rich

EPA sends email announcement to stakeholder list, including CAG, local elected officials, interested individuals, etc..	When it appears in Fed Reg.	Jennifer /Jesse	No	Send Notice in email and how to access Fed Reg
EPA updates R8 website	When it appears in Fed Reg.	Jennifer/ Bill/Linda	No	
EPA updates R8 Facebook/Twitter	When it appears in Fed Reg.	Jennifer/ Yani	No	
Respond to Media questions	As they come in	Jennifer/Jesse	No	